

MuseumApp: Interactive Tours, indoor and outdoor

Introduction

The MuseumApp is a new product for museums with which they can create interactive tours for smartphones. Both inside and outside the museum. The MuseumApp opens up collections to a larger audience and offers a brand new interactive cultural experience.

The App brings visitors in direct contact with heritage, creates a new space for deeper understanding on location and the option to interact. The tours inspire visitors to navigate through the city and the museum's exhibition spaces to unlock culture at meaningful places.



Benefits

- To have full control. Museums can create, update and publish tours themselves at anytime. Publishing is a subscription service. More tours? Simply upgrade.
- To connect a museum collection with the outside world. Allowing people to experience culture at relevant city locations outside of opening hours.
- To also have a multi-media smartphone solution for (current audio) tours inside museums.
- To make culture and heritage more relevant and personal because of the connection with the everyday life of the visitor.
- To provide your audience with new personal and social ways to interact with culture by taking photos, leaving notes for others and sharing via social media.
- To potentially reach and engage a new (young) audience because of the use of innovative technology.

The tools

The Tourmaker. Online authoring of tours.

- Visual content management system. No technical skills required.
- Choose from different formats, from free discovery, guided tour, treasure hunt to indoor.
- Support for images, video, sound, text, challenges, slideshows and opinion polls.

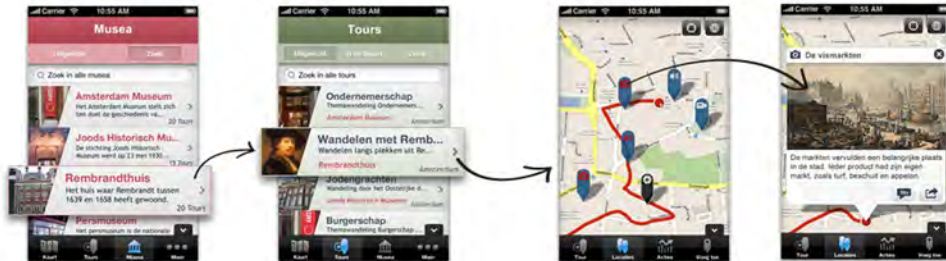
The App. For iPhone and Android.

- Discover tours on a map, browse the nearby and featured lists or simply search.
- Navigate on a map, activate places and experience culture through interactive media.
- Share tours on Facebook and Twitter. Upload photos and reviews.

Web Platform. All tours online.

- Visit tours on the web, read the background story and check out the places on a map.
- Visitors can play back their personal route and relive the experience.
- Admin access for statistics.





My Branded Museumapp

To make sure the MuseumApp integrates well with your museum's identity, we can fully brand the MuseumApp while still using the core technology of the platform. The best of both worlds. Your app with your tours and your logo & design guidelines in the AppStore.

Additional customizations are possible such as adding information about the museum or even linking to parts of the museum's website or collection database.

MuseumApp is a subscription service, so adding new features or publishing more tours only requires a simple upgrade.

With a versatile toolkit that the app and tours can be integrated into the museum's website. From a tour widget and player to full API access.

About 7scenes

7scenes is a Dutch company that provides a mobile publishing platform that enables organizations in education, cultural tourism and events to create location-based tours and games for smartphones.

7scenes has developed the MuseumApp together with Waag Society to provide museums with a complete toolkit to create new cultural experiences for their visitors, both inside and outside the museum.

Do you want to join the MuseumApp? That's easy! Simply subscribe and choose how many tours you wish to create. For more information, please contact 7scenes at join@museumapp.nl.



Museums already part of the App are:

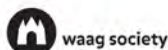
Amsterdam Museum + Theatre Institute Netherlands + Jewish Historical Museum + Het Grachtenhuis + Museum The Ship + Rembrandt Huis + NinSee + Pressmuseum.

The Governmental Service for Cultural Heritage and Waag Society are official researchpartners of the MuseumApp. Amsterdam Tourism & Congress Bureau is the marketing- and communicationspartner. Antenna International supports the MuseumApp in Amsterdam and offers advice for the production of tours.

Developed together with



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MuseumApp is a product of

